

**Minutes for Pub Ed Jan. 8, 2009**

**Attending: Martha Pearson, Paula Recchia, Jayne Andreen, Russ Stevens, Rebecca Wells, Julie Sanbei, Linda Shepard**

<b>Agenda Item</b>	<b>Discussion</b>
Establish a regular meeting date/time	1:30 on the 1 <sup>st</sup> Thursday of each month.
Review Public Education goals of THA Plan	
1. Increase # of Alaskans that know their numbers.	Premera, United Way, and Providence are considering a coordinated Know Your Numbers campaign – we should ask about a role for Take Heart.  ✓ Julie S. will ask about the next meeting for this collaborative.
2. Increase # of Alaskans who know signs and symptoms.	Several hospitals are doing F.A.S.T. campaigns can we help expand those?  ✓ Paula R. will contact Rebecca H. about how to help with F.A.S.T.  ✓ Russ will check to see how many left-over materials still exist from the last Take Heart F.A.S.T. campaign.
3. Increase urgency through media. A. Inventory campaigns	We need to find out 1) What research has been done about health marketing in AK, and 2) What evidence based heart health campaigns are currently running nationally and in Alaska?  ✓ Paula R. will ask Ann Potempa about using success stories from the LiveWell website.
B. Success Stories	✓ Martha P. will check the release waivers from past success story participants.
C. What works in AK?	We should check with tobacco about what types of media are most effective especially in rural Alaska.  Carol White prepared a report for Gail S. about successful blood pressure campaigns...do we still have that?
<b>Next meeting will be February 5, 2009 @ 1:30 PM</b>	

